REMARKS - General

The claims have been re-written as purely process claims to address the Examiner's Section 112 and 101 rejections. Claims 1-3, 5-7 and 14-15 have been cancelled to address the Section 102 rejection base on Shanborn et al.. US 2002/0022996.
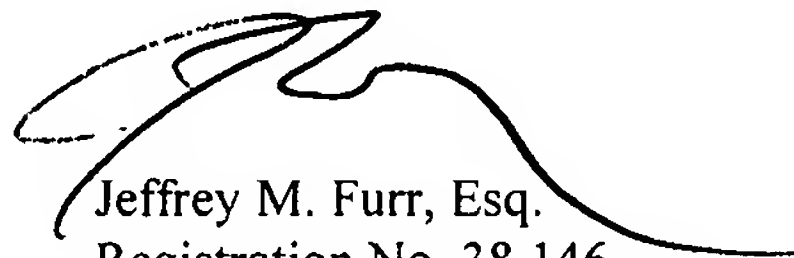
Applicant respectfully and completely disagrees with the Examiner's finding of a Section 102 rejection of Claims 4 and 17 of that Sanborn discloses that advertising dynamically mefred with a code that will identify who placed the advertisement. Sanborn in Paragraph has '**306 Modify the coupon or promotion image or association with advertiser images'**. Sanborn deals with the advertisement image and the advertiser while the current invention is a unique code that is different from the total image of the advertisement. In the current invention the advertisement can be sent by affiliates who can be marketing the services or products for the advertiser not the advertiser specifically themselves. In the current invention, "**The Unique Identifier Code 15 is generated by on-line and/or offline software to combine Advertiser information and Coded Affiliate information to create uniquely identified advertising media that is delivered to the Affiliate electronically.**" The claims have been modified to address this.

Also applicants have rewritten all claims to define the invention more particularly and distinctly so as to overcome the technical rejections and define the invention patentably over the prior art.

Conclusion

For all of the above reasons, applicant submits that the specification and claims are now in proper form, and that the claims all define patentably over prior art Therefore the applicant submits that this application is now in condition for allowance, which action is respectfullysolicited.
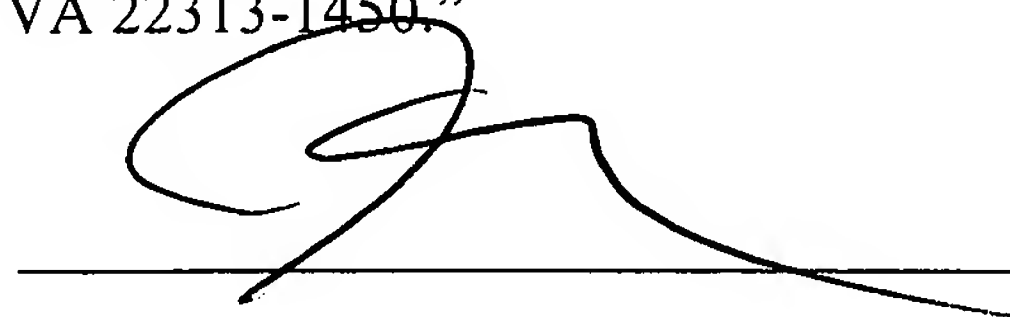
Respectfully submitted,

Jeffrey M. Furr, Esq.
Registration No. 38,146

U.S. Postal Service as first class mail in an envelope addressed to "Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450."

June 16, 2008

Jeffrey M. Furr, Esq, Reg. No. 38,146.